PHILIP MORRIS INCORPORATED

INTER-OFFICE CORRESPONDENCE

100 Park Avenue, New York, N.Y. 10017

To: Philip U. Lovett

Date: August 19, 1977

From: Alexander Holtzman

Subject:

Bill O'Connor has asked me to reply to your memo of August 5 concerning the inquiry by the Department of Health dated 28 July about the results of the "controlled trials" of tobacco substitutes in the United Kingdom.

Neither Philip Morris U.K. nor Philip Morris Inc. has been involved in these trials since we did not market any product containing tobacco substitutes. Such products were launched by Imperial, Rothmans and Gallaher on July 1 in the United Kingdom. As you have probably heard, consumer acceptance has been minimal (see New York Times article of August 5, attached) and there seems to be some doubt whether sales will be continued long enough to carry out the controlled trials required by the Hunter Committee.

In addition to poor consumer acceptance, these products have been attacked in the press by medical and anti-smoking organizations such as the Scottish Health Education Unit as well as drawing criticism from some Members of Parliament. The substance of the attacks is that the marketers of cigarettes containing substitutes are implying that those cigarettes are safe.

Your Department of Health might be interested in the article in the Journal of the American Medical Association by Dr. Gio B. Gori, the principal authority on smoking and health at the National Cancer Institute in the United States. Dr. Gori points out that artifical tobacco substitutes may be an unnecessarily costly means of attempting to reduce smoke toxicity and that they simply perform a diluting effect. It has been the Philip Morris position that the same results in terms of apparent reduction in smoke toxicity can be achieved with all tobacco products and that tobacco substitutes offer no advantages.

If there is any further information you need, please let me know.

Alexander Holtzman

AH/f

Attachments

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